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Christopher M. Goff (27839)			TRUONG, LAN DAI T	
ARMSTRONG TEASDALE LLP			ART UNIT	PAPER NUMBER
ONE METROPOLITAN SQUARE				2152
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USpatents@armstrongteasdale.com

Office Action Summary	Application No.	Applicant(s)	
	10/038,861	NELSON ET AL.	
	Examiner	Art Unit	
	LAN-DAI Thi TRUONG	2152	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 08 July 2008.

2a) This action is **FINAL**. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1,2,4-13,16 and 19 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1,2,4-13,16 and 19 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)

2) Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____.

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.

5) Notice of Informal Patent Application

6) Other: _____.

DETAILED ACTION

1. This action is response to communications: application, filed on 11/15/2006; amendment filed on 07/08/2008. Claims 1-2, 4-13, 16, 19 are pending; claims 3, 14-15, 17-18 and 20 are canceled; claims 1-2, 4-5, 7, 10-12 and 19 are amended.
2. Applicant's arguments filed on 07/08/2008 have been fully considered, but are moot in view of the new ground(s) of rejection.

Response to arguments

3. In response to applicant's argument to claim 5 with respect to the references fail to show certain features of applicant's invention, it is noted that the features upon which applicant relies (i.e., adding retail partners to an Integrated Web Ring (IWR) site that provides a host Web site comprising substantially non-commercial content provided by the partners dedicated to a theme) are not recited in the rejected claim(s). Although the claims are interpreted in light of the specification, limitations from the specification are not read into the claims. See *In re Van Geuns*, 988 F.2d 1181, 26 USPQ2d 1057 (Fed. Cir. 1993).

4. Regarding Applicant's argument to claim 5 with respect to the references do not disclose feature of "receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site relate to a theme of the IWR site" is not persuasive. Narin discloses an integrated shopping service allows users to navigate set of retail websites, see (abstract). While Knapp discloses an information contribution system integrating numbers of experts/contributors contents/ links. The information contribution system allows users to search expertise information provided from the experts/contributors. To become a member of information contribution system, the experts/contributors required to submitted

qualifications for review to determine if the submitting experts/contributors are qualified to get membership approvals, see (column 9; column 6, lines 1-65; column 7, lines 61-67). Consequently, combination of Narin and Knapp reads on the limitation above.

Claim rejections-35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1 and 16 are rejected under 35 U.S.C 103(a) as being un-patentable over Thomas (U.S. 6,401,118) in view of Dweck (U.S. 2003/0083960) and further in view of Morrell, JR (U.S. 2002/0002597).

Regarding claim 1:

Thomas discloses the invention substantially as claimed, including a system, which can be implemented in a computer hardware or software code for providing information relating to search theme, comprising:

an integrated web ring (IWR) site of a host managing the IWR and having a plurality of partners for providing information to the IWR relating to the theme, wherein the host manages user access on the IWR to the information provided by the partner: (in Thomas's system, a web server (figure 1, item 108) implements as a manager and a host of number of partner sites

(figure 1, items 114-114n). Through the web server, the internet searchers (figure 1, items 110a-110n, 118a-118n) can perform searching information those are collected from the partner sites: figure 1; column 4, lines 37-67; column 5, lines 1-27)

a plurality of partner webpages relating to the theme and provided by the partners (in Thomas's system, pages relating to search (e.g. criteria/ topic/ term) those are downloaded from partner sites: figure 3; figure 5; column 9, lines 7-67)

a host web site provided by the host and accessible by users (In Thomas's system, the web server provides a graphical user interface (GUI) therefore the internet searchers can access the web server to receive services: column 4, lines 50-62), said host website including a plurality of host web pages comprising substantially non-commercial content provided by the partners relating to the theme: (as similar to rejections disclosed above, pages relating to search (e.g. criteria/ topic/ term) those are downloaded from partner sites. And furthermore, Thomas's system supports for searching non-commercial content: figure 3; figure 5; column 9, lines 7-67; column 15, lines 32-44)

a link from the host web site to selected partner web page: (in response to received search term, a list of hit URLs are collected. The default documents/ advertisement pages/ webpages are retrieved in response to particular URLs selection: Thomas: figure 5; column 6, lines 29-67; column 7, lines 1-16; column 9, lines 1-67)

tracking software for monitoring user access to the IWR site, to the selected partner web page and to the substantially non-commercial content on the host web pages: (the web server includes search engine performing functions of managing inputs from users, receiving search criteria from users, search setting-up and matching the searched criteria to compile a list of

offending to produce report pages to the users: column 2, lines 37-65; column 4, lines 47-62; figure 2, items 106; figure 5, item 504)

However, Thomas does not explicitly disclose generating performance indicators relating thereto.

In analogous art, Dweck discloses a system for tracking particular interactions between the client device and a network site, such as, the amount of time spent at the site, the frequency of visits to the site by the client device, the number of downloads from the site by the client device, the window size used to view information at the network site, an amount of interaction while viewing the network site, etc., see ([0005]; [0017]).

enabling revision of content of low user interest from the substantially content on a host web pages based on performance indicator: (measuring user interest level for particular page based on calculation the tracked interactions: Dweck, [0005]; [0017]; [0020]-[0027]).

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Dweck's ideas of measuring user interest level for particular page based on calculation tracked interactions between the client device and the network site into Thomas's system in order to provide an efficient network communication system (e.g. ability of tracking and evaluating network activities history, see (Dweck, [0003]).

However, Thomas- Dweck does not explicitly disclose content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

In analogous art, Morrell discloses online retailers place icons into a host website, (abstract)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Morrell's ideas of monitoring numbers of users accesses/clicks on particular retailer site to indicate amount membership fees for the retailer into Thomas-Dweck's system in order to increase benefits for users of online-advertisement system, see (Morrell: [0009]-[0010]).

Regarding claim 16:

Thomas-Dweck-Morrell discloses a method as discuss in claim 1, which further includes wherein the IWR site is presented as resource and wherein the host web site presents the product in association with the IWR site: (in Thomas's system, through GUI, the web server provides products search categories for searchers: column 13, lines 3-42; column 8, lines 17-26).

Claims 2, 4, 7-13, 19 are rejected under 35 U.S.C 103(a) as being un-patentable over Thomas (U.S. 6,401,118) in view of Dweck (U.S. 2003/0083960) in view of Morrell, JR (U.S. 2002/0002597) and further in view of Bowers et al. (U.S. 7,266,839).

Regarding claim 2:

A method for controlling information relating to a theme, the information being available on an integrated web ring (IWR) of a server and a plurality of partners, the method comprising the steps of:

providing a plurality of partner Web pages and provided by the partners relating to the theme; providing a host Web site provided by the server and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme: (in Thomas's system, a web server (figure 1, item 108) implements as a manager and a host of number of partner sites (figure 1, items 114-114n).

Through the web server, the internet searchers (figure 1, items 110a-110n, 118a-118n) can perform searching information those are collected from the partner sites: figure 1; column 4, lines 37-67; column 5, lines 1-27).

authorizing the host to select a partner webpage: (in Thomas's system, the web server has ability of selecting/scoring/matching pages of registrants regarding to search term for displaying: abstract; figure 3; figure 5; column 9, lines 7-67).

providing a link from the host Web site to the selected partner Web page wherein the link has a title associated therewith: (in Thomas's system, a respond URL includes title of content: column 6, lines 29-67; column 10, "table 3").

However, Thomas does not explicitly disclose tracking user access to the content; revising, as a function of said tracking, content of low user interest from the substantially content from the plurality of the host Web pages.

In analogous art, Dweck discloses a system for tracking particular interactions between the client device and a network site, such as, the amount of time spent at the site, the frequency of visits to the site by the client device, the number of downloads from the site by the client device, the window size used to view information at the network site, an amount of interaction while viewing the network site, etc. ([0005]; [0017]); measuring user interest level for particular page based on calculation the tracked interactions ([0005]; [0017]; [0020]-[0027]).

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Dweck's ideas of measuring user interest level for particular page based on calculation tracked interactions between the client device and the network site into

Thomas's system in order to provide an efficient network communication system (e.g. ability of tracking and evaluating network activities history, see (Dweck, [0003]).

However, Thomas-Dweck does not explicitly disclose wherein the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

In analogous art, Morrell discloses online retailers place icons into a host website, (abstract)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Morrell's ideas of monitoring numbers of users accesses/clicks on particular retailer site to indicate amount membership fees for the retailer into Thomas-Dweck's system in order to increase benefits for users of online-advertisement system, see (Morrell: [0009]-[0010]).

However, Thomas-Dweck-Morrell does not explicitly disclose allowing the host to modify the title of the partner Web page as it appears on the host Web site.

In analogous art, Bowers discloses a host has capability of modifying (e.g. adding, removing, or changing) information from partner resources those will be viewed by users. It would be obvious in the art to understand that the modified information from partner resource could include title of partner page, see (column 9, lines 25-43; column 8, lines 25-32).

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Bowers's ideas of including capability of modifying (e.g. information from partner resources into a host with Thomas-Dweck-Morrell's system in order to provide improvements into online-advertisement system, see (Morrell: [0009]-[0010]).

Regarding claim 4:

In addition to rejection in claim 2, Thomas-Dweck-Morrell-Bowers further discloses step of allowing the host to index partner webpage by assigning key word associated with the partner webpage: (Thomas discloses technique of associating search keywords with URLs: figure 5).

Regarding claim 7:

An integrated web ring (IWR) site of a server and a plurality of partners for providing and managing information relating to a theme, the IWR site comprising:

a plurality of partner Web pages relating to the theme and provided by the partners; a host Web site provided by the server and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme: (in Thomas's system, a web server (figure 1, item 108) implements as a manager and a host of number of partner sites (figure 1, items 114-114n). Through the web server, the internet searchers (figure 1, items 110a-110n, 118a-118n) can perform searching information those are collected from the partner sites: figure 1; column 4, lines 37-67; column 5, lines 1-27).

a link from the host Web site to a selected partner Web page, wherein the link is controlled by the server: (in Thomas's system, a respond URL includes title of content: column 6, lines 29-67; column 10, "table 3").

a common navigational tool provided by the host Web site for searching and accessing only the host Web pages and the selected partner Web page: (In Thomas's system, web server provides a directory list includes selectable search criterias (e.g. song, album, artist...etc) so that

the Internet searchers can select one of them prior perform term/ topic search: column 8, lines 4-18; figure 3; figure 5; column 4, lines 47-64).

However, Thomas does not explicitly disclose a tracking software, said software tracking user access to the substantially content, wherein the tracking software enables revision of content of low user interest from the substantially content on the host Web pages based on the tracked user access.

In analogous art, Dweck discloses a system for tracking particular interactions between the client device and a network site, such as, the amount of time spent at the site, the frequency of visits to the site by the client device, the number of downloads from the site by the client device, the window size used to view information at the network site, an amount of interaction while viewing the network site, etc. ([0005]; [0017]); measuring user interest level for particular page based on calculation the tracked interactions ([0005]; [0017]; [0020]-[0027]).

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Dweck's ideas of measuring user interest level for particular page based on calculation tracked interactions between the client device and the network site into Thomas's system in order to provide an efficient network communication system (e.g. ability of tracking and evaluating network activities history, see (Dweck, [0003]).

However, Thomas-Dweck does not explicitly disclose the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

In analogous art, Morrell discloses online retailers place icons into a host website, (abstract)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Morrell's ideas of monitoring numbers of users accesses/clicks on particular retailer site to indicate amount membership fees for the retailer into Thomas-Dweck's system in order to increase benefits for users of online-advertisement system, see (Morrell: [0009]-[0010]).

However, Thomas- Dweck- Morrell does not explicitly disclose the server is permitted to modify a title associated with the link.

In analogous art, Bowers discloses a host has capability of modifying (e.g. adding, removing, or changing) information from partner resources those will be viewed by users. It would be obvious in the art to understand that the modified information from partner resource could include title of partner page, see (column 9, lines 25-43; column 8, lines 25-32).

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Bowers's ideas of including capability of modifying (e.g. information from partner resources into a host with Thomas-Dweck-Morrell's system in order to provide improvements into online-advertisement system, see (Morrell: [0009]-[0010]).

Regarding claim 8:

Thomas-Dweck-Morrell discloses a method as discuss in claim 7, which further includes wherein partner webpage comprises substantially no-commercial content relating to the theme and/or product purchase opportunities wherein the products relates to the theme and/or community component relating to the theme: (figure 3; figure 5; column 9, lines 7-67; column 15, lines 32-44).

Regarding claim 10:

Thomas-Morrell-Bowers discloses a method as discuss in claim 7, which further includes a web page is displayed with a brief description of a content of the selected partner Web page and a visible indication of an identity of the partner providing the partner Web page: (Thomas: column 8, lines 17-26; column4, lines 47-67).

wherein at least some of the partners are retailers providing product Web pages for purchasing products related to the theme, the pages for purchasing products being accessible by links available on the partner Web pages: (in Thomas's system, a web server implements as a manager and a host of number of partner sites. Through the web server, the Internet searchers can perform searching information those are collected from the partner sites. The pages relating to search criteria/ topic/ term downloaded from partner sites: figure 3; figure 5; column 9, lines 7-67: figure 1; column 4, lines 37-67; column 5, lines 1-27).

wherein the purchase of a product via the ring results in a fee paid to the host and/or a fee paid to any partner that guided the user to the product Web page used for purchasing the product: (Morrell discloses technique of numbers of users accesses/clicks on particular retailer site are monitor in order to indicate amount membership fees for the retailer, (see, [0007]-[0008]; [0018]; figure 4).

Regarding claim 11:

This claim is rejected under rationale of claim 10.

Regarding claim 12:

Thomas-Morrell-Bowers discloses a method as discuss in claim 7, which further discloses wherein the link on the host website to the selected partner page is display with an

article display: (Thomas: column 4, lines 25-36) and wherein the displayed article results in a fee paid to the host: (Morrell: [0007]-[0008]; [0018]; figure 4).

Regarding claim 13:

Thomas-Morrell-Bowers discloses a method as discuss in claim 7, which further discloses wherein the link includes a source identifier identifying the partner providing the partner webpage to which the link directs the users: (Thomas, column 6, lines 29-52; column 8, table 2).

Regarding claim 19:

An integrated web ring (IWR) site of a server and a plurality of partners for providing and managing information relating to a theme, the IWR site comprising:
a plurality of partner Web pages relating to the theme and provided by the partners; a host Web site provided by the server and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme: (in Thomas's system, a web server (figure 1, item 108) implements as a manager and a host of number of partner sites (figure 1, items 114-114n). Through the web server, the internet searchers (figure 1, items 110a-110n, 118a-118n) can perform searching information those are collected from the partner sites: figure 1; column 4, lines 37-67; column 5, lines 1-27).

a link from the host Web site to a selected partner Web page, wherein the link is controlled by the server: (in thomas's system, a respond URL includes title of content: column 6, lines 29-67; column 10, "table 3").

a customized newsletter option selectable by each user which periodically delivers to each particular user selecting the option information relating to topics designated by the selected user: (in Thomas's system, web server provides search engine supporting selectable topics searches: figure 5).

However, Thomas does not explicitly disclose tracking software tracking user access to the substantially content, wherein the tracking software enables revision of content of low user interest from the content on the host Web pages based on the tracked user access.

In analogous art, Dweck discloses a system for tracking particular interactions between the client device and a network site, such as, the amount of time spent at the site, the frequency of visits to the site by the client device, the number of downloads from the site by the client device, the window size used to view information at the network site, an amount of interaction while viewing the network site, etc. ([0005]; [0017]); measuring user interest level for particular page based on calculation the tracked interactions ([0005]; [0017]; [0020]-[0027]).

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Dweck's ideas of measuring user interest level for particular page based on calculation tracked interactions between the client device and the network site into Thomas's system in order to provide an efficient network communication system (e.g. ability of tracking and evaluating network activities history, see (Dweck, [0003]).

However, Thomas-Dweck does not explicitly disclose content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

In analogous art, Morrell discloses online retailers place icons into a host website, (abstract)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Morrell's ideas of monitoring numbers of users accesses/clicks on particular retailer site to indicate amount membership fees for the retailer into Thomas-Dweck's system in order to increase benefits for users of online-advertisement system, see (Morrell: [0009]-[0010]).

However, Thomas- Dweck- Morrell does not explicitly disclose the server is permitted to modify a title associated with the link.

In analogous art, Bowers discloses a host has capability of modifying (e.g. adding, removing, or changing) information from partner resources those will be viewed by users. It would be obvious in the art to understand that the modified information from partner resource could include title of partner page, see (column 9, lines 25-43; column 8, lines 25-32).

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Bowers's ideas of including capability of modifying (e.g. information from partner resources into a host with Thomas-Dweck-Morrell's system in order to provide improvements into online-advertisement system, see (Morrell: [0009]-[0010]).

Claim 5 is rejected under 35 U.S.C 103(a) as being un-patentable over Knapp et al. (U.S. 6,769,010) in view of Narin et al. (U.S. 2002/0046045) and further in view of Hsieh (U.S. 2003/0167209).

Regarding claim 5:

Knapp discloses the invention substantially as claimed, including a method, which can be implemented in a computer hardware or software code for adding retail partners to an Integrated Web site that provides a host Web site dedicated to a theme, the method comprising the steps of:

receiving a request for membership in the IWR site from a candidate partner having at least one page on its partner Web site related to the theme of the IWR site: (Knapp discloses an information contribution system allows users to search expertise information provided from experts/contributors. The experts/contributors are given the ability to contribute information by uploading contents and/or distributing links to the system. The submitted qualifications from the experts/contributors are reviewed to determine if the submitting experts/contributors are qualified to get membership approvals, see (column 9; column 6, lines 1-65; column 7, lines 61-67).

reviewing the Web site of the candidate partner to determine if the content does not violate content criteria for IWR partners: (in Knapp's system, the contributors (e.g. the organizations and/or individuals) were checked if their Websites are qualified to be approved for joining the links to the Applicant's web site to contribute advertising content objects to consumers: column 9, lines 4-13, 35-40; column 12, lines 52-67).

joining the candidate retail partner to the IWR site if the candidate partner has met the requirements of obtaining and reviewing steps and by means of a contract identifying payment procedures and responsibilities of both the retail partner and the server: (as similar to rejection disclosed above, Knapp discloses the applicant's web site checks if the contributor's Web sites are qualified to be approved for joining their links to the Applicant's web site. Also contributor agrees to pay a certain amount for trading day to the Applicant's web site; obviously, the processes of checking if the candidate retail partner meets the requirements, and payment contract identifying must be included in the Knapp' system: column 9, lines 4-13, 35-40; column 12, lines 52-67; column 38, lines 53-67; column 39, lines 60-67).

However, Knapp does not explicitly disclose retail partner.

In analogous art, Narin disclose an integrated shopping service allows users to navigate set of websites, see (abstract).

obtaining agreement from the candidate retail partner to abide by a stated policy wherein the stated policy includes the candidate retail partner agreeing to provide searchable product information that can be screened or sorted by the server during a user product search according to predetermined user preferences: (Narin discloses agreements for sorting and displaying the member sites are established between the host of integrated electronic shopping system and members: [0050]).

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Narin's ideas establishing agreements for sorting and displaying between the host and the members into Knapp's system in order to provide more profits to electronic commercial system consumers and providers (i.e. providing guarantee and satisfied services), see (Narin: [0008]; [0050])

However, Narin- Knapp does not explicitly disclose sorted by at least one of price and manufacture identity.

In analogous art, Hsieh discloses a host has ability of sorting search results accordance to prices and model numbers: ([0039]).

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Hsieh's ideas sorting search results accordance to prices and model numbers into Narin- Knapp's system in order to provide more profits to online-produces purchasers, see (Hsieh: [0003]).

Claim 6 is rejected under 35 U.S.C 103(a) as being un-patentable Knapp-Narin-Hsieh in view of Barzilai et al. (U.S. 2002/0029201).

Regarding claim 6:

Knapp-Narin-Hsieh discloses the invention substantially as disclosed in claim 5, but does not explicitly teach wherein the stated policy of the obtaining step includes the candidate retail partner agreeing to abide by a stated privacy policy

However, Barzilai discloses the privacy policy agreements between online sellers and online buyers. Also Barzilai discloses the buyers can search and compare prices between vendors, see (Barzilai: page 1, paragraph [0005], lines 1-20)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Barzilai's ideas of negotiation and maintain privacy policy agreement between online seller and online customer with Knapp-Narin-Hsieh's system in order to build up the trust to online customer, see (Barzilai: page 6, paragraph [0077], lines 1-14)

Claim 9 is rejected under 35 U.S.C 103(a) as being un-patentable over Thomas-Morrell- Bowers in view of Knapp et al. (U.S. 6,769,010)

Regarding claim 9:

Thomas-Morrell- Bowers discloses the invention substantially as disclosed in claim 7, but does not explicitly teach wherein the theme is parenting and wherein the information relates to one or more of the following: family, mothering, fathering, child raising, child development, education, entertainment, family, finance, health, home and garden, shopping, community or other parent information or interests

However, Knapp discloses the webpage discloses information such as heath and so on, see (Knapp: figure 6A, item 154)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Knapp's ideas of providing Web page contains information as health with Thomas-Morrell- Bowers's system in order to provide an efficient advertising campaign webpage, see (Knapp: [0003]).

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Conclusions

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Lan-Dai Thi Truong whose telephone number is 571-272-7959. The examiner can normally be reached on Monday- Friday from 8:30am to 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Bunjob A. Jaroenchonwanit can be reached on 571-272-3913. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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